

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of the claims:

1.- 69. (Cancelled)

70. (Currently amended) An apparatus for analyzing responses to at least one stimulus stream comprising:

an input for receiving responses from one or more respondents to the at least one stimulus stream;

a correlator, ~~for including a processor for digitally processing each stimulus stream as a digital signal with a series of time slices, said correlator configured to correlate~~ correlating the responses ~~and a plurality of stimuli in the at least one stimulus stream~~ with time slices of the stimulus stream to generate an associative mapping of the responses and ~~the stimuli with~~ the time slices of the stimulus stream; and

a storage module operatively coupled with the correlator, the storage module storing the associative mapping[[.]], including the responses and the time slices of the digital signal of the stimulus stream; and

a user interface operatively coupled with the storage module, the interface allowing an operator to search the associative mapping on the basis of analyses of the responses and retrieve time slices of the stimulus stream for display wherein playback of the time slices of the stimulus stream may be displayed on the user interface.

71. (Previously presented) The apparatus of claim 70 wherein the at least one stimulus stream further comprises an audio stream.

72. (Currently amended) The apparatus of claim 71 further comprising an automatic audio analyzer for analyzing the audio stream to produce text strings that are searchable through the user interface.

73. (Previously presented) The apparatus of claim 71 wherein the associative mapping comprises a multi-channel associative mapping.

74. (Previously presented) The apparatus of claim 70 further comprising a multi-channel associative cache for storing the associative mapping.

75.-78. (Cancelled)

79. (Previously Presented) The apparatus of claim 70 wherein the stimulus stream comprises a time-delayed presentation.

80. (Previously Presented) An apparatus for analyzing a response to a stimulus, the apparatus comprising:

- a stimulus input that receives a stimulus signal representing the stimulus;
- a response input that receives at least one response signal, each response signal being indicative of a response to the stimulus at a time slice of the received stimulus signal; and
- a correlator coupled with the stimulus input and the response input, the correlator correlating digitally stored time slices of the received stimulus signal with each received response signal as a function of time to produce an associative mapping.

81. (Currently amended) The apparatus as defined by claim ~~80~~ 84 wherein the associative mapping is stored in an associative cache.

82. (Previously Presented) The apparatus as defined by claim 80 wherein each digitally stored time slice of the stimulus signal comprises a frame of video, the associative mapping correlating each frame with a portion of each response signal.

83. (Currently amended) The apparatus as defined by claim ~~80~~ 84 further comprising a sensor input that receives a sensor signal representing an environmental condition,

wherein the correlator further correlates the sensor signal with the digitally stored time slices of the received stimulus signal and each received response signal as a function of time to produce the associative mapping.

84. (Previously Presented) The apparatus as defined by claim 80 wherein the stimulus comprises a time-delayed presentation.

85. (Previously Presented) The apparatus as defined by claim 80 further comprising:
an output that directs an output signal to a display device, the output signal including data for displaying the associative mapping contemporaneously with the creation thereof.

86. (Previously Presented) The apparatus as defined by claim 80 wherein the response input receives at least a first group of responses having first variables, and a second group of responses having second variables, at least one variable being different between the first group and the second group, the first group being disposed at a first angle to the stimulus that differs from a second angle of the second group to the stimulus.

87. (Withdrawn) An apparatus as defined by claim 80 wherein the correlator includes a previously stored stimulus signal to compare against the received stimulus signal and generate a difference signal representative of the differences between the received stimulus signal and the previously stored signal.

88. (Withdrawn) The apparatus as defined by claim 87 wherein the processor alarms if the difference signal exceeds a threshold value.

89. (Previously Presented) The apparatus as defined by claim 80 further comprising:
an analyzer in electrical communication with the correlator, the analyzer adapted to perform statistical analysis on the response signals from the response input to find selected segments of the stimulus signal.

90. (New) The apparatus as defined by claim 89 wherein the analyzer interpolates information based upon the response signals.
91. (New) The apparatus as defined by claim 89 wherein the analyzer extrapolates information based upon the response signals.
92. (New) The apparatus as defined by claim 89 further comprising a graphical user interface through which a user selects which statistical analysis is performed.
93. (New) The apparatus as defined by claim 92 wherein the graphical user interface includes means for displaying the associative mapping.
94. (New) The apparatus according to claim 84 further comprising a storage device upon which the associative mapping is stored, the storage device having an organized structure for storing the associative mapping such that the associative mapping can be accessed by content.
95. (New) The apparatus according to claim 84 further comprising a storage device upon which the associative mapping is stored, the storage device is adapted to allow a user to retrieve user selected portions defined by the associative mapping upon request by the user such that the associative mapping can be randomly accessed.
96. (New) The apparatus of claim 70 wherein the user interface provides for video-audio search through time slices of the stimulus stream.
97. (New) A method of analyzing responses to at least one stimulus stream, the method comprising:
 showing the at least one stimulus stream to one or more respondents;
 storing a series of time slices of the at least one stimulus stream in a digital format;

associating responses communicated from input devices of the one or more respondents to the at least one stimulus stream with the time slices in which each response is made;

storing an associative mapping for the at least one stimulus stream that correlates each of the time slices of the at least one stimulus stream with the responses;

prompting a user on a display for search criteria; and

displaying to the user playback of the one or more time slices of the at least one stimulus stream responsive to the search criteria.

98. (New) The method of claim 97 wherein the at least one stimulus stream comprises a video stream and wherein stimuli comprise objects that appear in one or more of the time slices and further comprising determining whether one of the objects is present in a time slice of the video stream and associating the determination with the time slice in the associative mapping.

99. (New) The method of claim 98 wherein one of the objects comprises a person.

100. (New) The method of claim 98 wherein the at least one stimulus stream further comprises an audio stream.

101. (New) The method of claim 100 further comprising analyzing the audio stream to produce text strings.

102. (New) The method of claim 101 wherein the search criteria comprises one of the text string.

103. (New) The method of claim 97 wherein the associative mapping comprises a multi-channel associative mapping.

104. (New) The method of claim 97 further comprising logging locations of stored time slices of the at least one stimulus stream so that the associative mapping directs retrieval of time slices for playback.

105. (New) The method of claim 97 further comprising measuring an environmental condition and associating the measurements with the time slices in the associative mapping.